

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Iceberg Lettuce weights are higher on average than the rest of the industry (46 to 49 pounds compared with 42 to 44 pounds).
- MFC Lunch Bunch Grapes will start shipping from California next week. Markon Essentials® (ESS) Red Seedless Grapes are also on the market.
- High temperatures are expected in the Salinas Valley this week. Markon inspectors expect to see heat-related quality issues such as dehydration, decreased size, insect pressure, internal burn, and shortened shelf-life in lettuces and strawberries.

Fresh Crop Report

WEEK OF JULY 28, 2019

Ask a Markon Chef

Markon has gathered a group of our member- and grower-affiliated chefs to answer your questions about produce.

Ask us your most challenging cooking inquiries online >

FEATURED QUESTION

Q: Delivery is transforming food-service as we know it. UberEats, Postmates, Door Dash...more than ever, customers want to enjoy their favorite restaurant dishes at home. What dishes transport best and why?

A: The best foods for transporting are typically salads (leafy greens, healthy grains, or marinated vegetables), and braised or grilled vegetables (especially Brussels sprouts, mustard greens, and radicchio). The main reason salads travel best is because they typically stay cold and are not altered with dressings yet. Braised or grilled produce will also travel well because the preparation method permits longer holding times.

- Be mindful of the packaging materials used when sending food out for delivery. No customers want soggy fries or limp lettuces.

*Chef Angel Morales,
Markon Member Chef*



Menu Feature

Every chef needs a few solid recipes in his or her repertoire. That's why Markon has put together a catalog of fresh produce-based recipes that cover it all: day- and menu-parts, the range of seasons, a variety of cuisines, and a diverse list of ingredients.



Chicken with Socca and Green Vegetables

These on-trend, gluten-free chick pea pancakes are the perfect platform for all sorts of savory ingredients—this version is piled high with chicken, asparagus, avocados, peas, and Ready-Set-Serve® (RSS) Urban Blend.

Get the full recipe >

Tips for Serving Green Bell Peppers

- Shred MFC Green and Red Bell Peppers into cole slaw; serve with burgers or sandwiches.
- Fill roasted MFC Green Bell Peppers with basil-flavored quinoa salad.
- Saute green, red, orange, and yellow bell peppers with RSS Sliced Onions and MFC Oregano; serve in hoagie buns with sausages, chopped steak, or hot dogs.
- Mix lump crab meat, minced MFC Green Bell Peppers, fresh ginger, and cilantro mayonnaise; bread crab cakes with panko (Japanese breadcrumbs) and lightly fry.



Browse additional usage tips >

To learn more about Markon brands, please contact your sales representative | markon.com



Simple, yet delicious, these umami-rich, bite-size ahi-beet starters are ideal for catered events and parties.

Produce Highlights

Avocados

- Mexico's Flora Loca supplies are increasing.
- Prices have fallen, but are expected to climb again once the seasons in California and Peru end in mid-August.

Idaho Potatoes

- Expect active markets for the next few weeks.
- Remaining MFC Idaho Burbank Potato storarage supplies are limited. New crop, field-run Norkotah potatoes will enter the market on August 7.

Lemons

- Prices will remain high as growers transition from California's Central Valley region into the Southern California Coastal area.
- Shelf-life is shorter at this time of the year due to warm coastal growing conditions.

Fresh Crop Report

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Apples



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
WA	^^^	*****	\$\$\$

Golden Delicious and Granny Smith storage stocks are tight; markets are higher than those for other varieties. Washington MFC Fuji, Gala, and Red Delicious Apples are available in more plentiful quantities. New crop California Galas are now on the market. Quality is very good: sugar levels range from 14 to 18 Brix.

Asparagus



Region	Supplies	Quality	Price
MEX	^^^	*****	\$\$\$
PERU	^^^	*****	\$\$\$

Prices are elevated. Expect limited supplies until Mexican growers complete the move from Baja to Central Mexico. Quality is from fair. MFC Asparagus is sporadic.

Avocados



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$
PERU	^^^	*****	\$\$\$

The market has fallen, but are expected to climb again once the seasons in California and Peru end in mid-August. Mexico's Flora Loca supplies are increasing. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
MEX/TX	^^^	*****	\$\$\$
NC	^^^	*****	\$\$\$

Prices will remain high for approximately two to three weeks until new crop production starts; stocks have tightened from coast to coast. Quality is very good. MFC and ESS Green Bell Peppers are available.

Bells: Red and Yellow



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
GA	^^^	*****	\$\$\$

Prices have inched down; expect ample volume for the next two weeks. Quality is very good: flavor is subtly sweet, yet zesty. MFC and ESS Red Bell Peppers are available.

Blackberries



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$

The market has stabilized. The Pacific Northwest seasons are just getting started. Quality is very good: berries are deeply colored, juicy, and sweet. Sugar levels range from 12 to 13 Brix.

Blueberries



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
FL	^^^	*****	\$\$\$
GA	^^^	*****	\$\$\$
MEX/TX	^^^	*****	\$\$\$

Prices are elevated. Seasonal production in California and Mexico is nearly over. Supplies will become more abundant when harvesting begins in the Pacific Northwest regions over the next week or two. Quality is very good: berries are plump, deep blue/black, and juicy. Sugar levels range from 12 to 16 Brix.

Broccoli



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
MEX/TX	^^^	*****	\$\$\$

The market is low; summer stocks are plentiful. Quality is very good: yellow discoloration is minimal, and mildew is only an occasional defect that is being removed in the field. MFC Broccoli Crowns are available.



Fresh Crop Report

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Cantaloupe



Region	Supplies	Quality	Price
AZ/CA	^^^	*****	\$\$\$
FL	^^^	*****	\$\$\$
TX	^^^	*****	\$\$\$

Prices are unchanged; San Joaquin Valley stocks are increasing. Quality is very good: sugar levels are rising. MFC Cantaloupes are available.

Cauliflower



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$

California supplies are ample. Quality is good: slight discoloration and ricey texture are industry-wide problems. ESS Cauliflower is available.

Celery



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
MI	^^^	*****	\$\$\$

Prices have eased; demand is weak. Salinas Valley volume is ramping up. Growers are also harvesting in Michigan. Quality is very good. MFC Celery is available.

Cucumbers



Region	Supplies	Quality	Price
MEX/CA	^^^	*****	\$\$\$
MI	^^^	*****	\$\$\$
NY	^^^	*****	\$\$\$

The market is inching down. Expect increased availability for the next three weeks, especially from Baja, Mexico. Quality ranges from good to very good. MFC Cucumbers are available.

Grapes



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

MFC Lunch Bunch Grapes will start shipping from California next week. ESS Red Seedless Grapes are also on the market.

Green Leaf/Variety Lettuce



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$

This week's expected heat will reduced yields. Quality is average: expect dehydration, insect pressure, seeders, and internal burn. MFC Premium Green Leaf Lettuce is available.

Honeydew



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
MEX/AZ	^^^	*****	\$\$\$

Prices are steady. San Joaquin Valley supplies are sufficient. Quality is very good: sugar levels range from 13 to 14 Brix. MFC Honeydew Melons are available.

Iceberg Lettuce



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$

Although California's high temperatures are expected to cause quality defects, supplies are abundant and the market will remain low. MFC Premium Iceberg Lettuce is available.

Lemons



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

Prices will remain high as growers transition from California's Central Valley region into the Southern California Coastal area. Quality is average: shelf-life is shorter at this time of the year due to warm coastal growing conditions. MFC and ESS Lemons are available.

Limes



Region	Supplies	Quality	Price
MEX/TX	^^^	*****	\$\$\$

The market is up; rain-related quality problems such as decay and stilar end rot are reducing overall supplies. Higher quality fruit will command elevated prices. MFC and ESS Limes are available.

Onions



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
NM	^^^	*****	\$\$\$

Yellow onion prices will remain high until the new crop season starts in the Northwest in early August. The red onion market is level. Quality is very good: fresh-run onions have feathery skins and light color.

Oranges



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$

The market is stable. Supplies are adequate; 88-count and larger sizes dominate the Valencia crop. California quality is very good: sugar levels range from 12 to 14 Brix. MFC and ESS Valencia Oranges are on the market.

Pears



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
WA	^^^	*****	\$\$\$

The new crop California Bartlett season has started. MFC Washington D'Anjou Pears will be depleted by next week. Washington Bartlett harvesting will begin in mid-August, while new crop D'Anjou production will begin in early September. Quality is excellent: sugar levels range from 12 to 14 Brix.

Pineapple



Region	Supplies	Quality	Price
CR	^^^	*****	\$\$\$
MEX/TX	^^^	*****	\$\$\$

Demand exceeds supply, driving up the market. All sizes will remain limited through this week. Quality is very good: fruit is juicy with tangy, yet sweet flavor. Sugar levels are high, ranging from 13 to 16 Brix.



Fresh Crop Report

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Potatoes



Region	Supplies	Quality	Price
ID	^^^	*****	\$\$\$
OR	^^^	*****	\$\$\$
WA	^^^	*****	\$\$\$
WI	^^^	*****	\$\$\$

Expect active markets for a few more weeks. Remaining MFC Idaho Burbank Potato storage supplies are limited. New crop, field-run Norkotah potatoes will enter the market on August 7. Northwest quality is very good: storage crop defects are minimal.

Raspberries



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

Prices are stable. California stocks are abundant. The harvesting transition in Mexico is nearly complete. Quality is very good: berries are plump and juicy with mildly sweet flavor. Sugar levels range from 13 to 14 Brix.

Romaine



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$

The market is weak. Although high temperatures will increase incidences of dehydration, insect pressure, internal burn, seeders, and shortened shelf-life, overall supplies will remain plentiful. MFC Premium Romaine is available.

Salads & Blends



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$

Prices are low; iceberg and romaine supplies are ample despite this week's heat. Markon inspectors are closely monitoring finished cartons for defects, as well as chunks and cores, to achieve the best packs.

Spring Mix



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$

The market is level; volume is average, but this week's high temperatures may reduce yields. RSS Conventional and Organic Spring Mixes are sporadic.

Squash



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
MI	^^^	*****	\$\$\$
NY	^^^	*****	\$\$\$

Abundant zucchini supplies are keeping prices steady. Yellow squash yields are lower. Quality ranges from good to very good: skins are smooth with very few scars or pitting and flavor is pleasantly bitter.

Strawberries



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$

The market is stable; stocks are sufficient. California production will remain in Salinas/Watsonville and Santa Maria through the summer months. Quality is very good: berries are plump and juicy with sweet flavor. MFC Strawberries are available.

Tomatoes



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$
NC	^^^	*****	\$\$\$
SC	^^^	*****	\$\$\$
TN	^^^	*****	\$\$\$

Prices are steady. Domestic harvesting is underway across the U.S. Quality is very good: fruit is plump, texture is firm, and skin is smooth.

Tree Fruit



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$

Prices are low; volume is high. The season is in its prime. Quality is very good. Sugar levels for peaches range from 10 to 11 Brix, for nectarines they vary from 10 to 12, and for plums sugars are 12 to 14 Brix.

Watermelon



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
FL	^^^	*****	\$\$\$
GA	^^^	*****	\$\$\$
SC	^^^	*****	\$\$\$
TX	^^^	*****	\$\$\$

The market is steady to slightly higher than last week; strong demand is keeping stocks tight. Quality is average: melons are firm, juicy, and sweet. Sugar levels range from 11 to 12 Brix.



Ready-Set-Serve (RSS).
Table-ready fruits & vegetables.
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Markon First Crop (MFC).
Whole fresh fruits & vegetables. Backed by 5-Star.



Markon Essentials (ESS).
No.2 grade value-focused brand. Quality, food safety, and consistency in every box. Backed by 5-Star.



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Addressing quality and safety at five key points.